Level up with Mentor Zic

With Mentor 200

Mentor ZiC

BELIEVE.

PLAN.

GROW.

with MentorZic, you can **develop as an artist** MentorZic is a mentoring initiative designed to help artists grow creatively by learning key skills for their development.

It's a 360 degree program encompassing setting a goals plan, branding, social media, production, getting signed, DJ support & gaining traction as an artist in terms of streams, followers & ultimately bookings.

MentorZic is part of a wider project called La
Zic (which, in French slang, means "the music"):
 an all-encompassing new label and music
 platform to support rising talent in the music
 industry, and bring gender equality and
 inclusivity in electronic music.



MISSI ON

MentorZic

Equip aspiring DJs with the branding and communication skills to stand out - and ultimately succeed as artists.

COURSESTRUCTURE

Mentorzic course

- classes 4 group,2 individual
 - WhatsApp support group

Access to exclusive weekly newsletter

Set yourself up for success and learn to cultivate self-confidence

Develop a

Goals plan

(Individual)

Learn to develop compelling
Social media
content

Identify a unique branding and storytelling for your profile (Individual)

Understand how to
Get signed, obtain
DJ support and grow
Spotify numbers

Gain insights on Music production, event promotion and label management

COURSESTRUCTURE

Mentorzic course

INDIVIDUAL SESSIONS



NEWSLETTERS



Door Montarize team -2.

Retworking to a key pillar in music, it can open up opportunities and make you grow massively

as a E.A. You can "network" behind the booth or at parties or, even more importantly, illuring important industry overses.

Remember: Every connection serves as a possible link, becating your musicion's needs as their character of new fairs.

The benefits of networking are ma

promotes you can create some flux; about you and your mus opportunities.

 You'll Enter New Collaborations - you can fector new collaborative apportunities, resulting in new creative horizons are music genera. And may meet lay players in labels and agencies.
 Practical example: I met Andrews, the founder of sheeped so, at a

3. You'll Find Live Event Opportunities - If you network with be

and event organizers, you'll have a greater chance of securing giter your minerts. Provided exampler I met the booker of Senetlary Sandinial of ADE during a workshop, Whiterohamed contacts are Sandinary, where I am now holding bimorthly residencies.

 You'll Bain New Knowledge and Mentorship - engaging will managers, producers, and industry insiders given you access to see anyone that I am linked with on Linkedin or ID and want are and

Events to attend for the industry

I'd say then are four big electronic reusic moments in the year others:



Dear MentorZie team J.

Brace yourself... today we learn how to EraND ourselves!

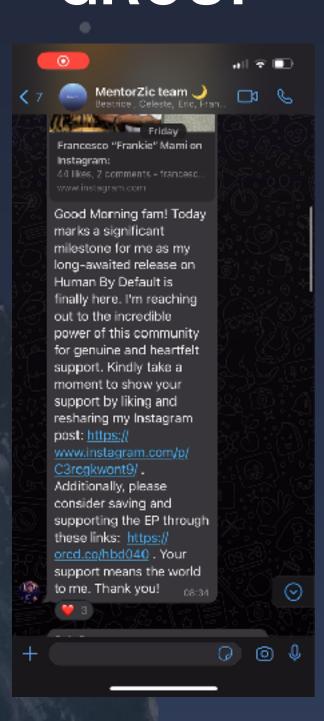
(for ex: cirinks, free guest list passes etc).

Lat's start with some key things you will need, in order to build a presence in the music industry - See here mine!

- First of all, I strongly recommend you take some professional shots. You don't need to invest too much in a shooting, but I think having 5-6 professional pictures will really help you to level up your presence (IC), soundcloud etc) and start building a press kit.
- The prece kit is the equivalent of your CV. It's your entire media and marketing portfolio, designed to provide simple access to your essential information. It is the place where you want to showcase your talents to the industry. The more you grow as an artist, the more you can add also press shots, promo videos. Eventually, you may also need a logo, but I suggest you work on the logo once your brand is a bit more established. It you ever want to kick off working on a logo, I suggest you use this brilliant Al tool to get some inspiration, which you could then use to brief your graphic designer.
- A bio should summarize your music genre, your gigs and venues where you played, your productions and labels, the radio features. You can underline any specific projects.
- that have made you stand out, and you can have a short / medium / long version.

 Rider This is a document where you showcase what technical DJ equipment you'll need to perform (for ex. Proneer mixer and CCUs 2000 Nesus 2). You may also want to include a hospitality section, where you'll include what to expect when you get beoked.

WA SUPPORT GROUP



THANKYOU

Mentor ZiC